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FOR IMMEDIATE RELEASE

STORIES'S FOUNDER AND CEO, TOMOYA SUZUKI, HAS BEEN NAMED TO THE JURY OF THE CANNES ENTERTAINMENT LIONS 2017



March 15, 2017- Tomoya Suzuki, founder and CEO of STORIES®, has been named a jury member of The Cannes Lions Entertainment event taking place during the 2017 Cannes Lions International Festival of Creativity, which will be held June 17-24 in Cannes, France.

The Entertainment Lions showcases work that elevates branded content into the cultural mainstream through storytelling and engaging content.

On his appointment to the jury of the Cannes Entertainment Lions, Tomoya said, “To be successful in today’s highly fragmented media environment, brands and marketers must create innovative ways to reach and engage consumers. We must treat our targets as audiences of entertainment. The power of storytelling is critical to engage audiences and effectively convey the philosophies and message of brands. I am honored and excited to participate in this prestigious event.”

Read more about this year’s Cannes Entertainment Lions jury [here](#).

About Tomoya Suzuki

Tomoya Suzuki is founder and CEO of STORIES®, a joint venture between Hakuhodo DY and SEGA. With offices in Tokyo and Los Angeles, it produces film and TV based on Japanese IP including SEGA video games, commercials and branded entertainment for global brands and markets. STORIES® represents and works with 40+ creators from Hollywood and Japan with backgrounds in filmed-entertainment and expertise in branded-content. The STORIES® team has produced more than 100 branded entertainment projects, commercials and music videos, including JW Marriott’s “Two Bellmen” and Namie Amuro’s “Anything”, which won the Spikes-Asia award.

With nearly two decades of experience as a creative producer at Hakuhodo and STORIES®, Tomoya has written, produced and creative-directed over 50 branded content projects for clients including Japan Airlines and Nissan. He created the five-year-and-running Subaru branded entertainment campaign "Your story with", with 14 episodes of 90-second story-driven commercials.



Tomoya produced an Oscar-qualifying-short "Tsuyako", which won 44 awards worldwide. He's currently partnered with Marc Platt ("La La Land") to produce "Shinobi", and producers of "The Walking Dead" on "Altered Beast" for film and television adaptation in Hollywood.

He is a graduate of USC Peter Stark Program and is represented by CAA as a filmmaker.

About STORIES®

STORIES LLC is a content production company based in Tokyo with its international arm, STORIES INTERNATIONAL, INC., based in Los Angeles. STORIES® is a subsidiary of Hakuhodo DY Group and SEGA Group.

STORIES® has three divisions: Film & TV, Branded Entertainment, and Creative Management. STORIES® is currently producing filmed entertainment adaptations of multiple SEGA video game properties. STORIES® also creates award-winning branded entertainment by connecting Hollywood creators with major international brands through Hakuhodo DY Group as well as its international partners. The company's full-service commercial and literary management division fosters the careers of creators from both Hollywood and around the world. The company works with critically and commercially acclaimed directors, producers, and writers to develop and produce projects at virtually any scale.

Visit STORIES® at www.stories-llc.com for more information and the latest company news.

STORIES LLC

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President and CEO	Tomoya Suzuki
Officers	Michinori Shibuya, Ken Agarida, Manabu Sasaki, Miho Fukushima, Naoko Mori, Tomo Koizumi, Eriko Sekiya
Capital Investors	Hakuhodo DY Media Partners Inc., SEGA corporation and others.
Scope of Business	Film, TV and Web content development, Branded Entertainment and Commercial and Literary Management

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